



# USDA National Retail Report - Turkey

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 07/03 thru 07/09.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

**\*\*CORRECTION\*\***

Fri. Jul 03, 2015

## NATIONAL SUMMARY

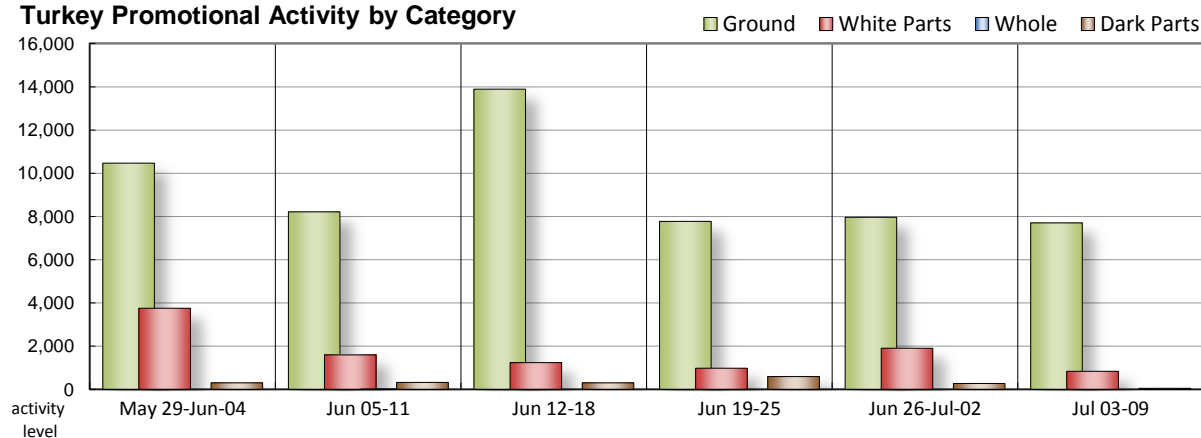
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate <sup>1/</sup>	23.7% of 29,100 outlets		27.1% of 29,100 outlets		53.8% of 22,900 outlets	
Special Rate <sup>4/</sup>	1.1%		0.1%		5.0%	
Activity Index <sup>2/</sup>	9,619		11,234		16,440	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens					10	1.78
" - Toms					10	1.78
Frozen - Hens					20	1.19
" - Toms					20	1.19
<b>PARTS:</b>						
Breast:						
Bone-in, whole			72	2.29		
Fresh					1,220	1.92
Frozen	500	1.76	329	1.65		
Split, bone-in						
Fresh	28	2.99			50	3.19
Rotisserie						
Boneless, whole			55	5.32	70	4.49
Cutlets	209	5.01	684	4.84	250	5.54
Cutlets, thin sliced			188	4.99		
Strips						
Tenders			365	4.99	30	4.99
Marinated Tenders	101	4.12	213	5.25	510	4.60
Drumsticks	14	1.75	9	1.79	30	1.94
Thighs	9	1.99	9	1.99	10	2.28
Wings	14	1.75	65	2.82	20	1.79
Necks						
Smoked Drumsticks	14	2.99	64	2.27	50	2.39
Smoked Wings			64	2.33	40	2.29
Smoked Necks			64	1.99	40	2.29
<b>GROUND TURKEY:</b>						
Patties	7,703	3.49	7,963	3.48	12,040	3.33
Sausage	988	3.70	829	3.83	1,810	3.51
85% lean	520	3.58	1,009	3.56	1,590	3.42
93% lean	1,248	3.06	2,165	2.86	2,720	2.65
Breast	4,673	3.51	3,377	3.48	5,020	3.36
Rolls (frsh/frz 1 lb.)	274	4.21	583	5.19	900	4.95
Specialty <sup>5/</sup>	206	2.81	29	3.37	300	2.42
Patties	409	3.88	53	3.88	440	4.64
93-94% lean	412	4.92	987	4.37	1,280	4.85
Breast			21	5.99		

Note: rolls & specialty not included in ground turkey total and weighted average.

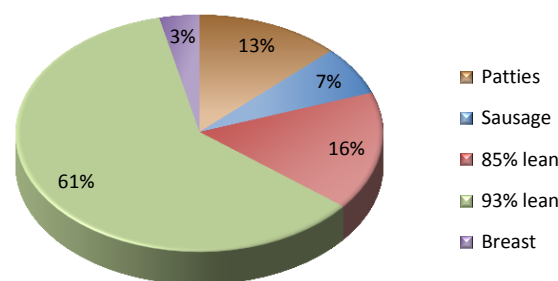
## This Week's Turkey Feature Highlights

Our offices will be closed Friday, July 3rd in observance of Independence Day. This report that will be released on Thursday, July 2nd, and will only include advertised prices for Outlets ending during the period of July 3 thru July 8, 2015. This week, turkey retail feature activity decreases. Retailers center their attention on proteins associated with grilling to celebrate the Independence Holiday. Whole birds patiently wait for their time later in the year. Offerings and prices increase for bone-in breasts. Rotisserie breasts remain unseen. White part offers are light, centering on cutlets and marinated tenders. Values are lower for marinated tenders, but you will have to pay more for cutlets. Offerings of dark parts decline. Prices are steady to lower for fresh; higher for smoked. Grind promotions are slightly less with retailers promoting 93% lean most often. Average prices are lower for patties and ground breast, but trend higher for the balance of grinds. Deli activity slows. Thick slicing meat is promoted most often. Values are mixed for service deli items; lower for self-service smaller and family size packages.

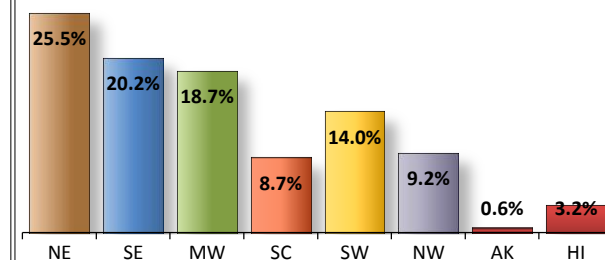
## Turkey Promotional Activity by Category



## Ground Turkey Featuring by Type



## Relative Feature Activity by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/ Feature Rate:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.). **5/ Specialty:** products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.



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(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Jul 03, 2015

	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)			MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)		
<b>Special Rate</b> <sup>4/</sup>	27.4% of 5,500 sampled outlets			33.1% of 7,400 sampled outlets			25.2% of 6,100 sampled outlets		
<b>Activity Index</b> <sup>2/</sup>	0.0% of stores w/ no-price promotions Activity Index = 2,702			1.0% of stores w/ no-price promotions Activity Index = 2,923			1.9% of stores w/ no-price promotions Activity Index = 1,805		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.47 - 1.69	181 1.67		1.69	2 1.69		1.48 - 1.99	17 1.58	
Split, bone-in									
Fresh	2.99	28 2.99							
Rotisserie									
Boneless, whole									
Cutlets	3.99 - 5.99	209 5.01							
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	5.33	5 5.33		3.99	87 3.99		4.66	9 4.66	
Drumsticks							1.79	9 1.79	
Thighs							1.99	9 1.99	
Wings							1.79	9 1.79	
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	2.99 - 3.99	553 3.68		3.50 - 3.99	104 3.91		2.99 - 3.99	186 3.64	
Sausage	3.09 - 3.99	82 3.45		3.00 - 3.99	108 3.89		2.79 - 3.99	188 3.69	
85% lean	3.00 - 3.66	449 3.38		2.39 - 2.99	111 2.87		2.49 - 3.49	534 2.76	
93% lean	2.92 - 3.84	1,179 3.41		2.50 - 3.99	2,273 3.52		2.91 - 3.99	612 3.38	
Breast (99-100% lean)							4.16	180 4.16	
Rolls (frsh/frz 1 lb.)				2.18	24 2.18		3.49	15 3.49	
<b>Specialty</b> <sup>5/</sup>									
Patties	3.00	16 3.00		3.00	214 3.00		5.00	8 5.00	
93-94% lean							3.50 - 5.00	29 3.91	
Breast									



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Fri. Jul 03, 2015

	SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)			SOUTHWEST U.S. (AZ,CA,NV,UT)			NORTHWEST U.S. (ID,MT,OR,WA,WY)		
Feature Rate <sup>1/</sup>	10.5% of 4,900 sampled outlets			14.1% of 3,800 sampled outlets			22.9% of 1,300 sampled outlets		
Special Rate <sup>4/</sup>	1.4% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			4.9% of stores w/ no-price promotions		
Activity Index <sup>2/</sup>	Activity Index = 836			Activity Index = 978			Activity Index = 267		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.99	51	1.99	1.79	244	1.79			
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks	1.69	5	1.69						
Thighs									
Wings	1.69	5	1.69						
Necks									
Smoked Drumsticks	2.99	14	2.99						
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties				2.99 - 3.49	83	3.15	3.49	28	3.49
Sausage	2.79 - 3.00	108	2.96						
85% lean	2.99 - 3.49	81	3.47	2.79 - 3.19	33	3.04	3.19	40	3.19
93% lean	2.50 - 4.00	218	3.34	3.19 - 4.00	256	3.96	3.99 - 4.39	111	4.37
Breast (99-100% lean)	4.16	74	4.16	4.79	9	4.79			
Rolls (frsh/frz 1 lb.)	2.99 - 3.49	38	3.00	2.50 - 2.99	101	2.86	2.50	28	2.50
<b>Specialty <sup>5/</sup></b>									
Patties	5.00	121	5.00				5.00	50	5.00
93-94% lean	5.00	121	5.00	4.59 - 5.00	252	4.99	5.00	10	5.00
Breast									



(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	ALASKA (AK)			HAWAII (HI)		
<b>Feature Rate</b> <sup>1/</sup>	<b>17.2% of 100 sampled outlets</b>			<b>51.3% of 100 sampled outlets</b>		
<b>Special Rate</b> <sup>4/</sup>	<b>0.0% of stores w/ no-price promotions</b>			<b>0.0% of stores w/ no-price promotions</b>		
<b>Activity Index</b> <sup>2/</sup>	<b>Activity Index = 16</b>			<b>Activity Index = 92</b>		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
<b>PARTS:</b>						
Breast:						
Bone-in, whole						
Fresh						
Frozen	1.99	5	1.99			
Split, bone-in						
Fresh						
Rotisserie						
Boneless, whole						
Cutlets						
Cutlets, thin sliced						
Strips						
Tenders						
Marinated Tenders						
Drumsticks						
Thighs						
Wings						
Necks						
Smoked Drumsticks						
Smoked Wings						
Smoked Necks						
<b>GROUND TURKEY:</b>						
Patties				5.29	34	5.29
Sausage				4.23	34	4.23
85% lean						
93% lean				3.99	24	3.99
Breast (99-100% lean)	4.79	11	4.79			
Rolls (frsh/frz 1 lb.)						
<b>Specialty</b> <sup>5/</sup>						
Patties						
93-94% lean						
Breast						



# USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 07/03 thru 07/09.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

Fri. Jul 03, 2015

	NATIONAL SUMMARY						NORTHEAST U.S.			SOUTHEAST U.S.		
	This Week		Last Week		Last Year		(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			(AL,FL,GA,MS,NC,SC,TN,VA,WV)		
Feature Rate <sup>1/</sup>	35.7% of 29,100 stores		45.8% of 29,100 stores		67.9% of 22,900 stores		35.2% of 5,500 sampled outlets			30.5% of 7,400 sampled outlets		
Activity Index 2/	25,530		31,369		39,790		Activity Index = 5,351			Activity Index = 6,763		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	4,015	8.21	3,179	8.61	4,990	8.09	6.99 - 7.99	871	7.56	7.49 - 8.99	1,634	8.65
Private Brand	1,959	8.18	2,889	7.86	3,240	7.39	6.99 - 8.99	1,585	8.06	8.99	4	8.99
<b>Category 2</b>												
Processor Brand	1,708	5.62	2,970	5.85	3,330	5.57	5.49 - 6.99	541	6.03	5.99	79	5.99
Private Brand	290	6.13	1,271	6.27	2,470	7.62	4.99 - 5.99	66	5.69			
<b>Category 3</b>												
Processor Brand	174	3.79	406	3.99	740	4.39	3.99 - 4.59	24	4.02	4.59	2	4.59
Private Brand			72	4.59	50	4.98						
<b>Turkey Ham</b>												
Processor Brand	286	3.26	595	4.41	260	3.82	5.99	17	5.99			
Private Brand	25	3.41	9	3.49								
<b>Turkey Pastrami</b>												
Processor Brand	304	3.61	257	5.02	30	5.16	3.49 - 3.99	298	3.62			
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	1,875	7.98	3,101	8.20	2,790	8.38	6.59 - 9.49	205	9.16	5.99 - 9.49	544	8.08
Private Brand	667	7.29	2,520	7.62	1,280	7.63	6.99 - 7.98	225	7.71			
<b>Category 2</b>												
Processor Brand	420	5.25	665	5.75	250	5.09	5.00	84	5.00	5.00 - 5.08	66	5.03
Private Brand	472	5.96	191	5.81	70	6.31	5.99	213	5.99			
<b>SELF-SERVICE DELI</b>												
(dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	6,071	3.38	4,218	3.44	6,990	3.20	2.50 - 3.99	561	3.74	2.50 - 4.00	2,153	3.38
Private Brand	166	2.99	1,661	3.20	3,680	2.69				2.99	87	2.99
<b>Turkey 16 oz</b>												
Processor Brand	787	5.19	1,933	5.54	570	5.45	4.99	100	4.99	4.99	2	4.99
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	6,145	3.45	3,776	3.52	6,600	3.20	2.50 - 3.99	561	3.74	3.00 - 30.00	2,105	3.58
Private Brand	166	2.99	1,656	3.20	2,450	2.78				2.99	87	2.99

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)



# USDA National Retail Report - Turkey

Fri. Jul 03, 2015

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 07/03 thru 07/09.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)			SOUTHWEST U.S. (CA,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
Feature Rate <sup>1/</sup>	40.2% of 6,100 sampled outlets			38.8% of 4,900 sampled outlets			41.9% of 3,800 sampled outlets			17.2% of 1,300 sampled outlets		
Activity Index <sup>2/</sup>	Activity Index = 5,305			Activity Index = 3,955			Activity Index = 2,842			Activity Index = 1,192		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	6.99 - 8.99	186 8.36		6.99 - 8.99	288 7.97		7.99 - 12.49	409 8.24		7.99	627 7.99	
Private Brand	6.99 - 8.99	330 8.61		9.49	40 9.49							
<b>Category 2</b>												
Processor Brand	4.98 - 6.98	510 5.57		4.99 - 5.99	236 5.56		4.99	334 4.99		5.99	8 5.99	
Private Brand	4.99 - 6.99	204 6.38					4.99	20 4.99				
<b>Category 3</b>												
Processor Brand	3.99 - 4.59	53 4.29					2.99 - 3.99	95 3.43				
Private Brand												
<b>Turkey Ham</b>												
Processor Brand	2.99 - 3.99	36 3.42		2.99 - 3.29	137 3.00		2.49 - 3.79	96 3.10				
Private Brand							2.99 - 3.69	25 3.41				
<b>Turkey Pastrami</b>												
Processor Brand	3.29	6 3.29										
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	5.99 - 9.49	653 7.63		6.49 - 8.98	318 7.81		7.99	77 7.99		6.99 - 7.99	78 7.87	
Private Brand	6.99 - 8.49	26 7.11		6.99 - 8.49	386 7.08					6.99	30 6.99	
<b>Category 2</b>												
Processor Brand	4.98 - 5.49	186 5.33		5.49	74 5.49					5.49 - 5.88	10 5.65	
Private Brand	3.99 - 5.99	23 5.38		5.99	236 5.99							
<b>SELF-SERVICE DELI</b>												
(dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	1.99 - 4.49	1,231 3.35		1.99 - 4.49	1,057 3.08		2.69 - 3.88	786 3.50		1.99 - 4.49	222 3.33	
Private Brand	2.99	79 2.99										
<b>Turkey 16 oz</b>												
Processor Brand	4.99 - 5.49	492 5.19		5.48 - 5.99	70 5.63		4.99 - 5.99	123 5.12				
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	1.99 - 4.49	1,211 3.37		1.99 - 4.49	1,113 3.09		2.69 - 3.88	877 3.45		2.49 - 4.49	217 3.44	
Private Brand	2.99	79 2.99										

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)



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	ALASKA (AK)			HAWAII (HI)				
Feature Rate <sup>1/</sup>	0.0% of 100 sampled outlets			54.0% of 100 sampled outlets				
Activity Index 2/	Activity Index = 0			Activity Index = 122				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
<b>SERVICE DELI - Turkey</b>								
<b>Category 1</b>								
Processor Brand								
Private Brand								
<b>Category 2</b>								
Processor Brand								
Private Brand								
<b>Category 3</b>								
Processor Brand								
Private Brand								
<b>Turkey Ham</b>								
Processor Brand								
Private Brand								
<b>Turkey Pastrami</b>								
Processor Brand								
Private Brand								
<b>SERVICE DELI - Chicken</b>								
<b>Category 1</b>								
Processor Brand								
Private Brand								
<b>Category 2</b>								
Processor Brand								
Private Brand								
<b>SELF-SERVICE DELI</b>								
(dollars per tub or pouch)								
<b>Turkey 7-10 oz</b>								
Processor Brand			3.00 - 4.69	61	3.99			
Private Brand								
<b>Turkey 16 oz</b>								
Processor Brand								
Private Brand								
<b>Chicken 7-10 oz</b>								
Processor Brand			3.00 - 4.69	61	3.99			
Private Brand								

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)